



# Market Basket

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# Bargains in Quality Foods

By ARTIE DEE  
Transportation Editor

My mail over the past year has been challenging and interesting to say the least. It has become increasingly clear the RTD continues to be an enigma in the minds of many people. What is it? Who owns it? Is it subsidized by the state? These and other confusing questions continually beset those who don't understand the District. Many of you good folks have lived in this part of the state for years. You rode and enjoyed the big Red Cars, the short line, and others. What you may or may not have been aware of was a gradual decline in passengers while more and more cars clogged our streets. This led to a need for improved local transportation — a sort of merger of the bus and streetcar companies under one banner. The state legislature established the MTA to buy and operate the three existing bus companies. Bonds were sold to accomplish this, with payment underwritten by the state of California. When those bonds are paid for, the RTD (which began as the MTA) will be owned by the citizens of Los Angeles County.

The RTD is required, at present, to pay all operating costs plus make annual payments on its bond indebtedness out of fare box revenue. No subsidy of any kind is available to the RTD from city, county or state.

The southern California Rapid Transit District is a large and complex operation, employing some 4,400 people with an annual gross income of \$55,000,000. To effectively run an organization of this size and scope, the legislature created an 11-man local Board of Directors.

The RTD Board is made up of the following representatives: five men appointed by the Los Angeles County Board of Supervisors (one from each district), two from the mayor's office and four from the City Selection Committee.

Next week we'll look behind the scenes of RTD — one of the world's largest surface transportation companies.

**THOUGHT FOR TODAY** — The two most difficult careers are entrusted to amateurs — citizenship and parenthood.

Q. I go to Westchester High School and for a paper I'm doing which is on the Los Angeles City Council, I will need to go and visit the council in session. Can you tell me how to get there by bus from Westchester? Mrs. T.R.

A. The 54 line on Manchester will take you to Inglewood, where you can change to the 5 line to the Civic Center in Los Angeles. I've sent you both timetables.

Q. What bus line serves Ft. McArthur? I live in Harbor City and would like to go to the Fort by bus. Mr. M.D.

A. Check with the Highland Transit Lines, Inc. for information. Their phone number is 832-0980.

Q. I know how to get from Wilmington to Los Angeles, but is there a way I can go from Los Angeles to El Sereno? My sister is now living there and I want to visit her. Mrs. A.G.

A. As you know, take the 37 line from Wilmington to Los Angeles, get off at Seventh and Spring and catch the 70 or 71 or the 82 or the 92 on Main. All of these buses will take you to El Sereno.

Q. How late does the 54 bus run from the Westchester area to the Forum? Can I attend an evening hockey game and still get home? Mr. V.S.

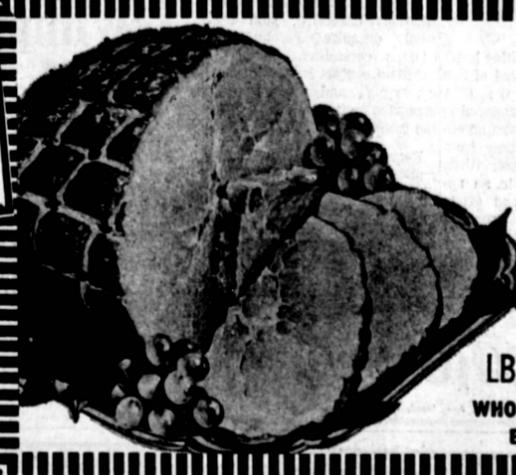
A. The 54 line cuts back at Inglewood along about 9:30 on weekday evenings and 8:30 on weekends. Sorry about that.

Send your questions to Artie Dee, Transportation Editor, care of this newspaper. All questions will be answered in the column, or by mail. A system map will be sent FREE to each person writing. NO STAMPS OR STAMPED ENVELOPES ARE NECESSARY.

**ATTENTION MR. RETAILER**  
Increase your business volume! A weekly spot ad costs as little as \$2.50 per week. Home delivered Wednesday and Friday.  
PRESS-HERALD  
PRESS-JOURNAL  
DA 5-8060 TE 4-4381  
Circulation of Over 78,000

All stores are celebrating the **GRAND OPENING** this week of an all new Market Basket store at 2201 S. Atlantic Ave. Monterey Park.

- U.S.D.A. Grade A Fryer Chickens No Backs, Necks or Giblets **Pick O'Chick... lb. 49¢**
- Fresh Fryer Chickens **Fryer Wings... lb. 29¢**
- Fresh Fryer Chickens **Backs & Necks... lb. 10¢**
- U.S.D.A. Grade A Fryer Chickens **4-Legged Fryers... lb. 49¢**
- U.S.D.A. Grade A Double Broasted Fryers... lb. 49¢



LUER'S OR FARMER JOHN'S FULLY COOKED SHANK PORTIONS  
**SMOKED HAMS**  
**39¢**  
LB.  
WHOLE OR BUTT PORTIONS LB. 59¢  
EVERYDAY DISCOUNT PRICE

**Market Basket Discounts Prices on Quality Products—No Games, No Stamps, No Costly "Extras."**  
Most stores claim to have low prices. But on what—on a handful of items, or inferior products? Not Market Basket. We discount prices all through the store\*. And Guarantee satisfaction or your money back on every purchase. True, you give up games and stamps to shop at Market Basket. But you get bargains and quality always, every day. See for yourself.  
\*Except fair-traded or government controlled prices.

MARKET BASKET MONTEREY  
**JACK CHEESE**  
**79¢**  
LB.  
EVERYDAY DISCOUNT PRICE

U.S.D.A. CHOICE TENDERAY BRAND BEEF  
**7-Bone Roast... lb. 59¢**

U.S.D.A. CHOICE TENDERAY BRAND BEEF BONELESS NETTED  
**Clod Roast... lb. 88¢**

U.S.D.A. CHOICE TENDERAY BRAND BEEF  
**Ham Slices... \$1.09**

VITA PAK FROZEN  
**ORANGE JUICE**  
**26¢**  
6 OZ. CAN  
EVERYDAY DISCOUNT PRICE

Meat Pies... 8-Oz. 18¢  
Dre-Ide Frozen Hash Brown Potatoes... 2-Lb. 31¢  
Birdseye Frozen Mixed Vegetables with Onion Sauce or Broccoli Speers with Hollandaise Sauce... 8-Oz. 36¢  
Minute Mould Frozen Grape Juice... 6-Oz. 19¢  
Pictweet, Frozen Cut Corn or Peas... 10-Oz. 21¢

MARKET BASKET ALL VARIETIES  
**GELATIN SALADS**  
**33¢**  
14 OZ. CTN.  
EVERYDAY DISCOUNT PRICE

**YOU ALWAYS KNOW WHAT YOU'RE GETTING AT MARKET BASKET:**  
U.S.D.A. CHOICE BEEF (always discount priced)

A lot of stores sell federally inspected beef—which simply says it's wholesome and sanitary. Market Basket is the only discounter to sell U.S.D.A. Choice—which is an impartial mark of quality, put there by the federal government. So why take chances with meaningless marks? Only Market Basket sells U.S.D.A. Choice beef at discount prices. And that makes it a value!

U.S.D.A. Choice Tenderay Brand Beef  
**Spencer Steak... \$1.09**

BANQUET FROZEN ALL VARIETIES  
**DINNERS**  
**37¢**  
EACH  
EVERYDAY DISCOUNT PRICE

Gerber Strained—7½-Oz. Jar 15¢  
**Baby Food... 11¢**

DEL MONTE "FIESTA" CATSUP  
**19¢**  
14-OZ. BTL.  
20-OZ. BTL., 27¢

U.S.D.A. GRADE A FRYING CHICKEN  
**CUT-UP FRYERS**  
**35¢**  
LB.  
EVERYDAY DISCOUNT PRICE

Real McCoy Beef  
**Roll Sausage... 1-Lb. 55¢**

U.S.D.A. CHOICE TENDERAY BRAND BEEF BONELESS STEAK  
**TOP SIRLOIN**  
**\$1.47**  
LB.  
EVERYDAY DISCOUNT PRICE

Sunshine 23-Oz. Pkg.  
**Hydrox Cookies 63¢**

ZEE  
**TOILET TISSUE**  
**3** 4 ROLL PKGS. **\$1**  
BONUS DISCOUNT SPECIAL

DEL MONTE VEGETABLES  
**3 Cans 69¢**

Freshness Frozen Ocean  
**Porch Steaks 32-Oz. 89¢**

SERVE N SAVE  
**SLICED BACON**  
**49¢**  
1 LB. PKG.  
BONUS DISCOUNT SPECIAL

Kirkpatrick Frozen  
**Oysters... 7-Oz. 93¢**

TROPIC TONE COLORED OR PRINTED  
**ZEE TOWELS**  
**27¢**  
ROLL OF 180  
BONUS DISCOUNT SPECIAL

Margarine... 1-Lb. 28¢  
Gold 'N Soft  
**Margarine... 1-Lb. 29¢**

DEL MONTE FRUIT COCKTAIL... 3 17-OZ. CANS 69¢

**SUNRISE FRESH PRODUCE**  
You must be completely satisfied with any Market Basket produce you buy, or your item will be replaced or your money refunded.

FRESH TENDER CALIFORNIA GROWN  
**BROCCOLI**  
**17¢**  
LB.  
BONUS DISCOUNT SPECIAL

U.S. NO. 1 RED OR WHITE ROSE  
**POTATOES**  
**10 45¢**  
LB. BAG  
EVERYDAY DISCOUNT PRICE

BEAUTIFUL LIFELIKE PLASTIC  
**Flowers... EACH 3¢**

CENTRAL AMERICAN  
**BANANAS**  
**10¢**  
LB.  
EVERYDAY DISCOUNT PRICE

ITALIAN  
**Squash... lb. 19¢**

KIDS LOVE 'EM—SEEDLESS  
**Raisins... BAG OF 10 PKGS. 39¢**

Chicken or Beef  
**Rice-A-Roni 3 8-Oz. \$1**

DETERGENT  
**COLD POWER**  
**65¢**  
49 OZ. PKG.  
INCL. 7% OFF LABEL

DEL MONTE PINEAPPLE... 15-OZ. CAN 29¢

AJAX  
**CLEANSER**  
**12¢**  
14 OZ. CAN  
INCL. 5% OFF LABEL

Brack—12 Assorted Shades  
**Hair Color... Each \$2**

HONEY BEIGE OR CINNAMON SIZES 8 1/2, 11  
**LOLENE NYLONS**  
**37¢**  
PAIR  
EVERYDAY DISCOUNT PRICE

A Market Basket Exclusive Half Gal.  
**Cossack Vodka \$6.99**

Johnson & Johnson  
**BABY PRODUCTS**

Kal Kan Burger Rounds, Chicken Rounds, Stew or Chicken Parts  
**Dog Food... 5 15-Oz. \$1.99**

8-Year Old Scotch  
**Shaw's "8" Whisky... \$4.77**

POWDER 14 OZ. 81¢  
OIL 10 7/8 OZ. 99¢  
LOTION 8 FL. 1.07

\* BONUS DISCOUNT SPECIALS—  
**Aqua Net**  
**59¢**  
13 OZ. CAN  
BONUS DISCOUNT SPECIAL

Lord of Kentucky—Blended  
**Whiskey... Full Quart \$3.99**

Prices are effective now thru Tuesday, Jan. 28, 1969.

REGULAR HARD TO HOLD OR UNSCENTED HAIR SPRAY

**FAMOUS FOR DEEP-CUT DISCOUNT PRICES!**

HAWTHORNE & 182nd IN REDONDO BEACH  
LOMITA AND MAIN IN WILMINGTON  
HAWTHORNE AND LENOX IN LENOX  
GAFFEY AND FIFTH IN SAN PEDRO